

Cold Facts Plainly Stated Backed by the Goods.

Statement by the "Wizard."

In all my experience in handling stocks throughout the Carolinas, I have never come in contact with a proposition that appealed to me as has this one. I find this stock one of the cleanest and best that I have ever had to contend with, and the quality of the merchandise is far above the average. The management of the store have co-operated with me in every way and have granted me concessions that have never been granted me before. My only instructions are to sell the goods and to give the people just what is advertised.

It would be very hard for me to explain in cold type the wonderful advantages during this great sale, but if you will come and see for yourself you will quickly see that in no instance have any misrepresentations been made.

The feature of this sale will be the unique arrangement of the store and the facilities for handling great crowds without confusion. Your trading will be a pleasure as well as a most wonderful benefit.

The Wizard of the Bargain Counter

Sounds a note of warning to the good people of Fort Mill and vicinity. The great mystery is solved and the good news is spread broadcast.



HIGH PRICES DOOMED FOR ALL TIME



SATURDAY MORNING, NOV. 12, AT 8 O'CLOCK

Our doors will open on the greatest Bargain Event in Fort Mill history.

The coming of the "Wizard" will be welcomed by thousands of economical buyers.

This great sale brings the cost of living within the bounds of reason.

M'ELHANEY & COMPANY

FORT MILL, SOUTH CAROLINA.

Statement by M'Elhaney & Co.

Strenuous strivings lead on to greater things. When one of our great men wrote, "The law of worthy life is fundamentally the law of strife," he laid down a law for business as well.

It is only through labor and painful effort—by severe energy and resolute courage—that we move on to do greater things. It is only through the daily striving to do better in store service and value giving that this store has been able to maintain its present enviable position.

And now it is we wish to express our heartfelt thanks to the people of Fort Mill and vicinity for the gratifying evidence of your good will and the magnificent demonstration of confidence that has come to us in greatly increased business each month since we opened our doors.

Hard as a rock and cold as marble would be the heart that did not cheerfully respond to such a convincing display of public confidence, and in showing our sincere appreciation of the favors we have received at your hands, it is not our desire to merely express such through the glittering generalities of cold and unfeeling type, but to show this appreciation in a material way in the

offerings during the GREAT WIZARD SALE.

We want you all to come—invite your friends and neighbors, that they, too, may share in the wonderful bargains. Come expecting big things; you will not be disappointed.

Cordially yours,
M'ELHANEY & CO.

A Sale that is Different and the Reason Why.

There have been sales in the past, but never before have the good people of Fort Mill and vicinity had just such an opportunity as this. This is not a sale that will continue for a few days and then go "dead," but, on the other hand, each day will grow better and bigger.

You will be surprised at the bargains, and it is very important that you visit the store every day. After you have been here once or twice we will not have to urge you to come again. Every article in every department will be rearranged for the coming of the "Wizard of the Bargain Counter," and it is up to you to come and see for yourself that what we advertise we deliver. No whisper of FAKE has ever been connected with this store, everything will be just as we promise. Plain marks all over the store will make it possible for you to see at a glance just what you are saving on every purchase.

When money talks people take

time to listen, and here is where it raises a warning howl. Remember Saturday, November 12th.

BUGGIES.

Now is the time to get that Buggy. You've wanted it for a long time, and you want it right now, and we want to sell it to you. When you're in town drop in and let's talk BUGGY to you. We'll get you real interested.

STOVES AND RANGES.

Gray & Dudley Steel Ranges, Evansville Stove Co., Cast Ranges, and the Evansville Stove Co.'s Stoves are the leading makes that we sell, and they mean the best that is put on the market in the different lines. Perhaps you have been thinking of a Stove or a Range, but for different reasons have been putting it off. Right now is the time for you to make up your mind and come in and buy when there is an opportunity for you to save money.

GUNS AND AMMUNITION.

We carry a full line of Guns and Ammunition and during the Wizard Sale we are going to offer you some extraordinary inducements. To the man who appreciates the best in firearms, the display here will be doubly interesting. We show Winchesters, Remingtons, Ithaca, and several other reliable Guns, and we want to show you what the saving is to you if you buy that gun during this sale.

WHIRLWIND BARGAINS.

One big lot Men's \$10 Suits at only \$4.75.

Men's \$12.50 and \$15 Suits at only \$10.75.

Overcoats from \$4.50 to \$16.50.

Men's heavy fleece-lined Underwear, 50c quality, only 39c. 25c kind, 20c

75c Negligee Shirts, 50c

Coat Sweaters from 25c to \$3.00.

Men's Pants, 98c to \$6.

Big lot Jewelry at half price.

Selz \$4.50 Shoes, \$2.98.

Big lot of Ladies' Dress Shoes, \$1.65 value, only \$1.28

Men's \$2.50 and \$2.25 work Shoes only \$1.89.

Howard \$3.00 Hats are as usual the leaders of the season. Special price for this sale, \$2.65.

Men's \$2.50 Hats at \$1.95.

Fancy Vests and Mufflers, 25c to \$3.50.

Terms of Sale Cash

Money back if not satisfied.

A LAST WORD.

We have reached the bottom all too soon. There are hundreds of good things that we wanted to tell you about. We wanted very much to quote more prices, but this was impossible. We feel that this announcement will be sufficient, as the people know this store well enough to know that when we advertise a special event that we always make good, and that things are always just as represented. We have made ample preparations for this great sale; for months we have been getting ready, and instead of waiting until the season is over to clean up our stocks we are going to do it this year during the regular season, at a time when you need the goods and when we feel that the people will appreciate the very liberal inducements, and when the assortments are complete. You run no risk trading here, as everything that is sold is sold on its merits, with a positive guarantee and must be right or we will make it right. Remember the date of opening, SATURDAY, NOVEMBER 12th. We want to see your face among the crowds.

Remember the Date, Saturday, Nov. 12th.